

Message Text

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ACTION EA-07

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /015 W

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R 191004Z JUL 74

FM AMCONSUL NAHA

TO USDOC WASHDC

INFO SECSTATE WASHDC 1452

AMEMBASSY TOKYO

UNCLAS NAHA 325

E.O. 11652 N.A.

TAGS: BEXP, BFOL, BGEN, JA

SUBJ: BUSINESS VISITOR: SADANAO TAKARA OF TAKARA SANGYO

DOC PLS INFORM APPROPRIATE DISTRICT OFFICES

1. VISITORS: MR. SADANAO TAKARA, PRESIDENT, MR. MINORU MORITA, MANAGING DIRECTOR, AND MR. MITSUNOBU MATSUNAGA, ATTORNEY, OF TAKARA SANGYO INC. (TAKARA INDUSTRIES).
2. NATURE OF BUSINESS: REAL ESTATE DEVELOPMENT
TAKARA HAS ABOUT EIGHT COMPANIES IN HIS GROUP, EMPLOYEES ABOUT 100 PERSONS, CLAIMS ANNUAL SALES OF ABOUT \$10 MILLION, AS WELL AS ABOUT ONE MILLION DOLLARS ON DEPOSIT IN THE BANK. HE OWNS IN FEE SIMPLE A 1,600,000 SQ. FT. PLOT OF LAND ALONG THE SIX-LANE MAIN HIGHWAY IN

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NAHA, AND WOULD LIKE TO DEVELOP THIS PROPERTY IN U.S. STYLE WITH OFFICE BUILDINGS, APARTMENT BUILDINGS, SHOPPING CENTER, ETC. HE IS ARRANGING TO PURCHASE AN ADDITIONAL 612,000 SQ. FT. PLOT OF LAND-FILLED WATERFRONT PROPERTY WHICH HE WOULD LIKE TO DEVELOP ALONG THE SAME LINES. HE WOULD LIKE TO MEET WITH APPROPRIATE AMERICAN BUSINESSMEN TO DISCUSS POSSIBLE DEVELOPMENT PLANNING, ORGANIZATION, AND IMPLEMENTATION. IN ADDITION TO OVERALL DEVELOPMENT, HE IS SPECIFICALLY INTERESTED IN DISCUSSING SUPERMARKETS, LEISURE VILLAGE CONDOMINIUM DEVELOPMENTS, MARINAS AND BOATS, WAREHOUSING, POINT-OF-SALE INVENTORY CONTROL SYSTEMS, AND COIN-OPERATED FOOD SYSTEMS.

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3. NO CONNECTION WITH AMERICAN FIRMS.

4. DATE/PLACE OF ARRIVAL IN U.S.: JUL 21, 1230 PM
VIA TWA FLT. 742. CAN BE REACHED AT KAHALA HILTON, TEL.
734-2211; HONOLULU, HAWAII.

5. ITINERARY: 21 JULY ARR HONOLULU, 23 JULY HONOLULU TO
LOS ANGELES VIA TWA 742. 26 JULY LOS ANGELES TO MIAMI, ARR
MIAMI VIA TW 492. 28 JULY, MIAMI TO HILTON HEAD, SOUTH
CAROLINA. 31 JULY, HILTON HEAD TO NEW YORK. 02 AUG, NEW
YORK TO CHICAGO. 04 AUG CHICAGO TO SAN FRANCISCO. 07 AUG,
SAN FRANCISCO TO GUAM. HOTELS: HONOLULU - KAHALA HILTON,
TEL 734-2211. BEVERLY HILTON, TEL. 274-7777. MIAMI -

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MONTMARTRE HOTEL, TEL. 532-1731. HILTON HEAD - SEA PINES
PLANTATION, TEL. 785-3333. NEW YORK HILTON - 586-7000. CHICAGO-
CONRAD HILTON, TEL. 922-4400. SAN FRANCISCO HILTON-
771-1400. GUAM-GUAM HILTON, 746-1814.

6. MR. MATSUNAGE SPEAKS ENGLISH. TAKARA AND MORITIA DO
NOT.

7. SERVICES REQUESTED AND BACKGROUND INFO. HONOLULU:
CONTACT PARTY AND EXPLAIN ARRANGEMENTS MADE AS FOLLOWS.
LOS ANGELES: DISCUSSION OF DEVELOPMENT WITH THOMAS COLLIER
OF THOMAS COLLIER & ASSOC., 10889 WILSHIRE BLVD,
APPOINTMENT WITH WHITTAKER CORP, 10880 WILSHIRE, TEL.
475-9411, TO DISCUSS PURCHASE OFR OWN USE OF BERTRAM 46'
SPROTSFISHER OR MOTOR YACHT. MIAMI: BERTRAM YACHT CORP.
(SUB. OF WHITTAKER) 3663 N.W. 21ST ST, AND RICHARD BERTRAM &
CO., CHARTER BROKER JO BLISS, 3660 N.W. 21ST ST., TEL. (305)-
633-9761, TO SEE BERTRAMS UNDER CONSTRUCTION, DISCUSS
PURCHASE AND CHARTER. HILTON HEAD: CHARLES FRASER AND
J.W. LIGHT TO DISCUSS DEVELOPMENT AND MANAGEMENT OF SEA
PINES PLANTATION. NEW YORK: PREVIEWS, INC., 49 EAST 53RD
ST., TEL. 758-2630, TO DISCUSS CONDOMINIUM SALES. SAN

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FRANCISCO: SAFEWAY STORES ADMINISTRATIVE OFFICE, 4TH &
JACKSON, OAKLAND, TEL. 444-4711, TO DISCUSS POTENTIAL FOR
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SUPERMARKETS IN OKINAWA, JAPAN AND POSSIBILITY OF MAKING
ARRANGEMENTS TO WORK WITH SAFEWAY TO DEVELOP THE
POTENTIAL.

8. BACKGROUND INFO: TAKARA IS ONE OF THE FEW
ENTREPRENEURS ON OKINAWA WHO HAS GOOD-SIZED LAND HOLDINGS,
MONEY, AND REAL-ESTATE MANAGEMENT EXPERTISE. HE IS
ACTIVELY LOOKING FOR NEW U.S. CONCEPTS IN PROPERTY
DEVELOPMENT AND MANAGEMENT. WHILE HIS TECHNIQUES OF

MANAGEMENT MAY NOT BE AT U.S. LEVELS, HE HAS SHOWN HIMSELF TO BE AN IDEA MAN. FOR EXAMPLE, HE BROUGHT IN THE FIRST BOWLING LANES, THE FIRST ROOF-TOP REVOLVING RESTAURANT AND THE ONLY U.S.-STYLE MULTI-STORY PARKING LOT IN DOWNTOWN NAHA. TAKARA REALIZES THAT OKINAWA IS SIMILAR TO THE U.S. IN THAT IT IS AN AUTO-ORIENTED SOCIETY (250,000 CARS FOR ABOUT ONE MILLION POPULATION) WITH NO RAPID TRANSIT FACILITIES; HE CONCLUDES THAT U.S. PROPERTY DEVELOPMENT TECHNIQUES WILL BE VALID FOR USE ON OKINAWA. WITH ABOUT \$50 MILLION A MONTH BEING SPENT ON FOOD AT MOSTLY MOM-AND-

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POP CORNER STORES, WITH ABOUT TWO BEACH HOTELS ON AN ISLAND WITH ONE MILLION TOURISTS A YEAR, TAKARA IS LOOKING FOR AMERICAN IDEAS, TECHNOLOGY, AND MANAGEMENT TECHNIQUES WHICH WILL HELP HIM PROFIT FROM THE OPPORTUNITIES OFFERED BY THESE SORTS OF PROBLEMS.

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TAGS: BEXP, BFOL, BGEN, JA
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Type: TE
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